Daily Universe

VOICE OF THE BRIGHAM YOUNG UNIVERSITY COMMUNITY

Vol. 9, No. 6 — Monday, October 1, 1956 — Provo, Utah

Beanies and Shine Kits. . .

Cougar Cub Week Kickoff Today

FRESHMEN will be expected to abide by the rules and regulations of Freshman Cougar Cub Week.

Monday all Cougar Cubs are to begin wearing cub fashions, showing respect for elders, and observing rules as follows:

THE BLUE and white Frosh cap to be worn during Freshman Week may be purchased at the Student Service Center. Caps are to be removed inside the buildings.

Cubs are to wear one blue and one white sock, male cubs exhibiting their socks by rolling up their trousers. Cubs will appear in this fashion between 6 a.m. and 6 p.m. during Freshman Week and during the Friday night dance.

Wednesday is Freshman Dress-up Day. Female cubs will wear heels and hose; male cubs will wear ties with coats or sweaters.

THE PAMPHLET "B. Y. and YOU" must be carried at all times during Frosh activities and cubs must be prepared to perform publicly the school songs found on page 48.

Emblems must be removed from all high school sweaters if they are to be worn on campus.

FRESHMEN must show respect to all upperclassmen. The male cubs must be prepared to shine any brown shoes of upperclassmen and female cubs should be prepared to carry books for the upperclassmen.

BYU Students Urged To Fight Intolerance

WITH A FINAL plea to respect the religious views of those students "not of our faith," Brigham Young University President Ernest L. Wilkinson Thursday day morning closed his speech before the largest and most noisy studentbody assembly in the school's history.

This was the annual "Welcome Back" assembly and, as is usually the case, students came prepared with Confederate and Canadian flags and a California banner in addition to signs proclaiming 48 states, 27 countries and 3 territories represented in the studentbody. There were also 15 Indian tribes represented.

"WE CAN NOT stand intolerance of any kind at BYU," President Wilkinson said, "and members of the school should not force the views of the Church of Jesus Christ of Latter-day Saints on others."

"We want to convert students of other faiths, but not force ourselves on them," he explained.

THE PRESIDENT also pointed out that BYU would have an enrollment of "over 9,000 students this fall." Numbered among this total are 311 foreign students, 1,689 transfers from junior colleges and other universities, and over 1,000 returned veterans. He reported that 782 students were attending BYU on scholarships.

Each region, led by Crawford Gates, associate professor of music, sang songs appropriate to their region. California students (1414 enrollment) sang "California Here I Come" across the fieldhouse floor from their competitors for highest out-of-state enrollment from Idaho (904 enrollment).

UTAH'S DELEGATION (3,758 strong) responded with Utah Trail from their position in the East-most bleachers.

All "cow punching states" sang tampered verses of Deep In the Heart of Texas, southern states sang Dixie, and northern states students sang Yankee Doodle Dandy.

Hawaiian students, who have an enrollment of 70, sang Aloha Oe in the Hawaiian language, after which Canada, representing all foreign students, sang their national song. All students finished with "America the Beautiful."

Harold B. Lee To Speak At Devotional

Elder Harold B. Lee, of the Council of the Twelve Apostles of The Church of Jesus Christ of Latter-day Saints, will address the Brigham Young University studentbody in a devotional assembly Tuesday morning.

President David O. McKay of the LDS Church was originally invited to address this first devotional of the new quarter, according to BYU President Ernest L. Wilkinson. President McKay had to decline the offer as he is in the East on business.

Devotional assemblies are held each Tuesday of the school year, excepting examination weeks, at 11 a. m. in the Smith Fieldhouse. Classes are dismissed for assembly periods and students are expected to attend.

Pres. Wilkinson Reminds Scholars Of Responsibilities

APPROXIMATELY 600 student scholarship winers were honored Thursday evening at a reception in the Smith Auditorium.

Wesley P. Lloyd, dean of students, conducted the affair to which faculty members and other guests were invited to meet the scholars.

PRESIDENT Ernest L. Wilkinson addressed the group and told how he, by hard work, rather than by intellect alone, managed to achieve in the field of law.

He exhorted the students to remember their special obligation to succeed in their chosen fields. Because they were being educated on money other than their own they should live up to the faith placed in them by others.

Refreshments were served and an informal reception enabled the students and guests to mingle and become acquainted.

IOC Proposes New Publicity Central Group

Inter Organization Council at its first meeting proposed a new publicity committee with which the IOC committee would work in conjunction with Ray Andrus, campus publicity director.

Mish Hollingworth, IOC president, presented the plan which would relieve organizations of making their own posters.

This plan would set up a central committee composed of a representative from each organization. These representatives would be assigned to work on posters for open houses and rush parties.

Under this system the representative would bring the ideas of his group to the central committee where they would be worked into posters. Only two posters of limited size would be allowed.

SCHOLARS HONORED—Dean Herald R. Clark chats with freshman scholarship winner Dawn Wilde at the reception honoring over 600 recipients of scholastic awards. (Photo by James Harvey)

WEAR THAT BEANIE PROUDLY—Paul Thompson and Beverly Roberts, both of Fontana, Calif., sport their freshman beanies which will be worn during Cub Week. (Photo by Dan Gashler)

udent Mishaps High. . .

Provo Traffic Laws Outlined for Drivers

by Ralph Barney

STUDENTS ARE involved in arly one-third of Provo's traf- accidents during regular ool months.

Provo Police Chief Jess Evans d Friday that many of these dent-driver mishaps involved gham Young University stu- its.

Explaining Provo's city traffic inances, Chief Evans said that st accidents and traffic viola- is by students were commit- because out-of-state drivers re not aware of the existing al laws.

FAILURE TO YIELD right-of- and failure to remain stop- at stop signs until the dri- could proceed safely were d as most common student dent causes.

n pointing up the effect stu- ts have on Provo traffic, ef Evans reported that dur- the summer recess month of , 1955 there were 40 traffic dents in Provo involving 72 ers. Of these 72 drivers 10 e students.

THREE MONTHS later, when 00 students had nearly 3,000 os on campus, there were 78 idents in Provo involving 144 vers. Of this number 38 were dents.

Traffic violations also increase portionately during the school r it was pointed out.

t was emphasized that all out- ate automobiles must be reg- ed—a free service provided the state tax commission—by dents and that a Utah driver's nse must be obtained.

THE EXAMINATION driv- must take to receive their ses makes them study the h traffic laws," Chief Evans , "and it gives them a better lerstanding of what to do and at not to do."

'oad blocks will be set up on ity's streets, if necessary, to check on the registration of the out-of-state autos, the lawman warned.

Most out-of-state drivers don't realize, Chief Evans said, that a right turn is permitted after stopping at a red light. Intersections where the turn is prohibited are posted, he added.

The chief also warned students about parking their cars "continuously for more than 72 hours at one time in one place."

Cars parked in this manner will be towed away and stored, at the owner's expense, he said.

IN ADDITION, out-of-state autos impounded in this manner must be registered in the state of Utah before they are released.

Another ordinance which will "definitely be enforced" by the Provo police, according to Evans, prohibits parking or driving on the left side of the street.

This creates an extremely dangerous situation and cannot be tolerated, it was stressed.

SPEED LAWS in Provo vary from 20 miles per hour in school zones to 30 miles per hour in some areas, Evans said.

Most speed regulations are 25 MPH, he said, except where they are posted more or less.

Minimum bail for moving violations is $15.

IOC Meeting Monday

Inter-Organization Council will meet Monday at 7 p. m. in 270 Eyring Science Center, according to Mish Hollingworth, IOC president.

Hollingworth announced that representatives from every organization on campus must be in attendance. Dr. Henry L. Isaksen will be a guest speaker.

All former IOC members are also requested to call at the IOC office Monday between 1-5 p. m.

BYU Views Presented At U.S. Student Meet

STUDENTBODY president Monroe McKay and Murray McInnes presented Brigham Young University's views on studentbody government to a conference of the United States National Students Association recently.

The conference held at the University of Chicago, August 18 to September 1, featured many prominent American educators.

THE PURPOSE of the USNSA Congress is to give student delegates opportunity to express their opinions concerning all phases of higher education and academic freedom.

McInnes, Eager, Ariz., is the NSA co-ordinator at the BYU, one of the only two Utah schools belonging to the national organization.

INFORMATION was sought concerning BYU's Honor Council and Inter-Organization Council and information will be sent to school leaders throughout the country.

The attitude of BYU at the conference was summed up in a statement by McKay that "Student government must become more than a programming bureau and must become a body vitally interested in student affairs both academically and politically."

Survey Committee Report. . .

Growing Studentbody Seen Posing English Problems

"THE EXPANDING Brigham Young University studentbody creates problems in the use of proper English."

This statement is the opinion of a special survey committee headed by Dr. Samuel C. Monson of the BYU English Department.

Recently the Utah Board of Education began to bring the state's high school and college English into closer union. The gap which has existed between the two phases of higher education creates problems and a partial remedy is being recommended by the survey.

DR. MONSON explained that the committee recommends more stress upon passable grammar in the student's major field, not merely in the English.

Proper emphasis upon grammar in the student's chosen field by the professors in that field, would supply a feeling and association for proper language and expression.

ACCORDING to Dr. Monson, this would not only raise the sandards of BYU's English Department but would tend to raise the standards of the individual colleges of the school.

The rapid expansion of BYU in the past few years has brought many students into the college program who had not anticipated college work, and had not, therefore, prepared for it. The high school program has generally prepared for employment rather than for college preparation.

Sophs Organize Cabinet

Sophomore class cabinet interviews will be held Wednesday and Thursday between 6 and 7 a. m.

All sophomores interested in cabinet positions should sign a list posted on the bulletin board in the basement of the Student Service Center.

Yale University Considering Coed Entrance

NEW HAVEN, Conn.,—(INS) Yale University—long a stronghold of militant masculinity—was reported Sunday to be seriously considering throwing open its door to women.

The Yale Daily News, undergraduate newspaper, disclosed that William C. Devane, Dean of Yale College, had concurred with a recommendation by Arthur Howe, Dean of Admissions, to transform the institution into a Coed school.

HOWE SAID the admission of women was essential to combat an "unhealthy academic situation" resulting when the "Yale community disintegrates on weekends" in a mass exodus to neighboring women's colleges.

Dean Howe, the News reported, told a closed faculty meeting yesterday that "the time is right" for admitting women to Yale and "all other universities composed essentially of males."

Jr. AWS Council Sought

Applications for Junior Associated Women Students' Council are available in the basement of The Student Service Center to all interested freshmen girls and transfer students. Applications must be returned by Wednesday, October 3, at 3:30 p.m.

WELCOME STUDENTS

DAYKIN'S

SHOE REPAIR SERVICE

89 North University Ave.

SOLES

— NEOLITE —

HEELS

DANCE PLATES

POLISH, DYES, LACES

and ACCESSORIES

SAVE 12 to 15% on

GAS

SAVE ON OIL ALSO!

1 qt.—15c 2 qt.—25c 4 qt.—45c

WESCO SERVICE

1645 S. State on Springville Road

"WE GOT THE SHAFT"—Comments of the Linguistics 102 class when they found their scheduled classroom, 354 McKay Bldg., was the elevator ranged from "what an elevating experience" to "they're taking us for a ride." One session was held in the "classroom" for the benefit of a Daily Universe photographer and then the class adjourned to a regula[r] room. Students are (1st row, l to r), Rut[h] Benson, Ken Young, Gordon Taylor, (2n[d] row, l to r) Kay Seely, Marvin Folsom an[d] Reginald Dorff. Class professor is James L[.] Barker. (Photo by Wally Barrus)

Off-Campus House Increase Seen; $1 Million Payments Expected

AN ESTIMATED 4,500 Brigham Young University students will pay over a million dollars for rental of off-campus housing during the school year, according to Fred A. Schwendiman, director of student housing.

This is an increase of more than 1,000 off-campus renters from four years ago, despite the building of additional on-campus housing by the University.

SURVEYS MADE of last year's fall term occupancy indicated that well over a million dollars in student rentals . . . were paid to landlords through out . . . 1956-57," Schwendiman said.

"With more students being housed in the community this year than any previous year, there is every indication . . . that this rental figure will exceed last year's."

IN RELEASING the figures, both Schwendiman and Rulon G. Craven, off-campus housing co-ordinator, "expressed appreciation to some 1,000 landlords who are renting accommodations to students this fall. The landlords have been most cooperative and understanding of the university housing program," they stated.

One black spot appeared in the report.

"There are still many landlords who . . . meet only the minimum (housing) requirements of the Universit[y] Schwendiman reported. "[...] housing officials are hopeful t[hat] landlords desire to continue [im]proving their facilities and to [do] more than the minimum tha[t is] required to obtain university [ap]proval.

Language Department Growth Shown by Enrollment Hikes

LANGUAGES INTEREST at Brigham Young University is reported on the increase. This is evidenced by enrollment of more than four hundred students in each of the language departments of German, French and Spanish.

Dr. Arthur R. Watkins, chairman of the Modern Language Department, also reports 100 per cent increase in the Hebrew class. At present there are over a dozen students enrolled.

FURTHER changes reported in the languages department include the "teacher-centered" method rather than the "text-centered" method formerly used.

This mode of instruction includes no English explanation in class. All instructions are presented "in the tongue."

This method was proved effective and practical when used in several language classes at BYU last year.

Frosh Dues Booth Open

Freshman who have not paid class dues may do so from Monday to Wednesday.

A booth will be set up near the Student Service Center to sell freshman activity cards these three days.

The activity cards, which may be purchased for 50c, will entitle freshmen to all class activities and admit them free to a class-sponsored matinee dance and the Frosh dance.

GUITAR LESSONS

SPANISH and STEEL

★

Instrument furnished with Trial Course

★

HERGER MUSIC STUDIOS

158 South 1st West

For Appointment, Call FR 3-4583 or FR 3-1727

2 B of M Movie[s] Scheduled Mond[ay]

Two movies concerning [the] Book of Mormon will be sho[wn] Monday evening in the Sm[...] Auditorium according to spok[es]men of the Brigham Young U[ni]versity Department of Religio[n].

The films, "Oliver Cowdr[ey,] Witness to the Book of M[or]mon," and "Choice Land," [will] be shown primarily for stude[nts] enrolled in Book of Morm[on] classes, however the studentbo[dy] and faculty are invited.

There will be no admission [for] the double-feature show wh[ich] begins at 7:30 p. m.

Brigham Young Daily Universe

Office: 144 Student Service Center
Phone FRanklin 3-1940, Ext. 4

Published Monday through Frid[ay] during the academic year except du[r]ing vacation and examination perio[ds] by the Associated Students of Bri[g]ham Young University. Second cla[ss] mail privileges authorized at Prov[o] Utah Re-entered April 23, 1956, und[er] act of March 3, 1879. Subscripti[on] price of $5.00 per year

Printed by the Brigham Young University Press

EDITORIAL

EDITOR-IN-CHIEF RALPH D BARN[...]
Managing Editor Dan Gashl[...]
Campus Editor Sally Ann Arn[...] FR 3-38[...]
Sports Editor Richard H[...] FR 3-29[...]
Society Editor Deanna Barnu[...] AC 5-20[...]
OFFICE MANAGER Ann Palm[...]
Reporters — Vicki Soha, Catheri[ne] Davies, Roger Larson, Don Ke[n]ney, Jean Whiting, Valerie H[...] Carlin Soule, Leah Churc[h] Yvonne McKay, Ray Tracy N[a]dine Hal, Vernon Jensen, Cor[...] Wickstrom Karen Larson, D[...] Kramer, Tom Worlton, Jo A[...] Dray Barbara Miller Marie Fu[...]er, Dix Waddell, Marilyn Mel[...] Ed Hansen, Jo Ann Long Sonia Josie, Lyn Marsh
Sports Writers — Jerry Cunnin[g]ham, Mark Murphy, Rich Thatch[er] Bob Ricks, Jack Batchler, Ho[w]ard Hill
Society Writers — Nadine Hall Ma[r]garet Hnuter Carolyn Hamilt[on]

BUSINESS

BUSINESS MANAGER KIRK JENS[...] FR 3-67[...]

Hoedowners to Meet

First Square Dance club meeting of the current school year will be Oct. 8 from 5.30 - 6.30 in the Social Hall.

A meeting was previously announced for Oct 1, but has been canceled, according to Mary B. Jensen, faculty adviser.

Longer, Lower and More Powerful--Boasts Ford Motors

DETROIT — (INS — Ford makes the strongest bid in many years for the auto industry's No. 1 spot with the announcement Monday of its 1957 line of longer, lower and more powerful passenger cars.

Beginning Wednesday the new Fords—in two body sizes for the first time in the company's 53-year history—will be on display in dealers' showrooms across the country.

Henry Ford II, Ford Motor Co. president, said the new models represent "the biggest change at the greatest cost" since the company's founding.

Ford Division Manager R S. McNamara said "the design and styling are new from the ground up. Every dimension is changed. Wheels, frame, axle, drive shaft, engines, and every inch of sheet metal in every body style are definite departures from past models."

Frolic Auditions Set

Auditions for Fieldhouse Frolics, annual Homecoming variety show, will be held Monday evening from 4 to 6 p. m. in the Social Hall.

There are openings for actors, actresses, singers, dancers, scenery directors, costume designer and productiin crew men.

You Can Win a Cash Award—
and Scholarship Money for Your College in

Reader's Digest
$41,000 CONTEST

Open to All College Students (*Faculty, too!*)

Nothing to buy...nothing to write

...and you may find you know more about people than you think!

How well do you know human nature? Can you tell what subjects interest people most? Here is a chance to test your judgment—show how good an editor you are—and you *may* win $5,000 for yourself, plus $5,000 in scholarship funds for your college.

It's fun to try. Maybe *you* can top other students in colleges across the country ... and you can match wits with the editors of Reader's Digest.

Why do far more college graduates read Reader's Digest than any other magazine? What is it that makes the Digest the most widely read magazine in the world—with 11 million copies *bought* each month in the United States, plus 9 million abroad? Why is it *read* each month by at least 60 million people, in 12 languages—Arabic, Danish, English, Finnish, French, German, Italian, Japanese, Norwegian, Portuguese, Spanish and Swedish?

Can you spot in a typical issue of Reader's Digest the universal human values that link scholars, statesmen, scientists, writers, businessmen, housewives? Can you pick out the articles that will be *most* popular with the average Digest reader?

You may find ... *you know more about people than you think!*

Here's all you do. Study the descriptions (at right) of the articles in the October Reader's Digest—or, better still, read the complete articles in the issue itself. (But you are not required to buy The Reader's Digest to enter the contest.) Then simply list the six articles—in order of preference—that you think readers of the magazine will like best. This will be compared with a nationwide survey conducted among a cross section of Digest subscribers.

Follow the directions given below. Fill in the entry blank, paste it on a post card, and get it into the mail before the deadline. Additional blanks are obtainable at your college bookstore.

All entries must be postmarked not later than midnight, October 25, 1956. Don't delay. In case of ties, the entry with the earliest postmark will win.

Just pick in order the six articles you think most readers of October Reader's Digest will like the best.

READER'S DIGEST CONTEST, Box 4, Great Neck, L. I., New York

In the space opposite the word "FIRST" write the number of the article you think will be the most popular of all. Opposite the word "SECOND" write the number of the article you think will rank second in popularity. List in this way the numbers of the six top articles in the order of their popularity. (Note: Use only the *numbers* of articles you choose. *Do not write the title of any article.*) *Clip and paste this coupon on a Government post card.*

First______
Second______
Third______
Fourth______
Fifth______
Sixth______

*Name*______ *Address*______

*City*______ *State*______

*Name of college*______

YOU CAN WIN:

$5000 cash 1st prize
plus $5000 for the scholarship fund of your college or . . .

$1000 cash 2nd prize
plus $1000 for the scholarship fund of your college or . . .

Any of TEN $500 cash prizes
plus $500 for the scholarship fund of your college or . . .

Any of 100 $10 prizes
in book credit from your local college bookstore

And if your entry is the best from your college you will receive an extra award—an *additional* $10 in book credit at your college bookstore.

FOLLOW THESE EASY RULES

1. Read the descriptions in this advertisement of the articles that appear in October Reader's Digest. Or better, read the complete articles. Then select the 6 that you think most readers will like best.

2. On the entry blank at left, write tha *number* of each article you select. List them in what you think will be the *order of popularity, from first to sixth place.* Your selections will be judged by comparison with a national survey which ranks in order of popularity the 6 articles that readers like best. Fill in and mail tha coupon. All entries must be postmarked not later than midnight, October 25, 1956.

3. This contest is open only to college students and faculty members in the U. S., excluding employees of Tha Reader's Digest, its advertising agencies, and their families. It is subject to all federal, state and local laws and regulations.

4. Only one entry per person.

5. In case of ties, entries postmarked earliest will win. Entries will be judged by O. E. McIntyre, Inc., whose decision will be final. All entries become property of The Reader's Digest; none returned.

6. All winners notified by mail. List of cash-prize winners mailed if you enclose a self-addressed, stamped envelope.

Reader's Digest

Its popularity and influence are world-wide

Which six articles will readers of the October Digest like best?

1. Norfolk's friend to troubled teen-agers. Story of the arthritic cripple to whom youngsters flock for advice.

2. The great Piltdown hoax. How this famed "missing link" in human evolution has been proved a fraud from the start.

3. How to sharpen your judgment. Famed author Bertrand Russell offers six rules to help you form sounder opinions.

4. My most unforgettable character. Fond memories of Connie Mack—who led the Athletics for 50 years.

5. How to make peace at the Pentagon. Steps to end ruinous rivalry between our Army, Navy and Air Force.

6. Book condensation: "High, Wide and Lonesome." Hal Borland's exciting story of his adventurous boyhood on a Colorado prairie.

7. Medicine's animal pioneers. How medical researchers learn from animals new ways to save human lives.

8. What the mess in Moscow means. Evidence that the Communist system is as unworkable as it is unnatural.

9. Master bridge builder. Introducing David Steinman, world leader in bridge design and construction.

10. College two years sooner. Here's how extensive experiments proved a bright 10th-grader *is* ready for college.

11. Laughter the best medicine. Amusing experiences from everyday life.

12. What happens when we pray for others? Too often we pray only for ourselves. Here's how we gain true rewards of prayer when we pray for others.

13. European vs. U. S. beauties. Why European women are more glamorous to men.

14. Trading stamps—bonus or bunkum? How much of their cost is included in the price you pay?

15. Living memorials instead of flowers. A way to honor the dead by serving the living.

16. It pays to increase your word power. An entertaining quiz to build your vocabulary.

17. Are we too soft on young criminals? Why the best way to cure juvenile delinquency is to *punish* first offenders.

18. Medicine man on the Amazon. How two devoted missionaries bring medical aid to jungle natives.

19. Creatures in the night. The fascinating drama of nature that is enacted between dusk and dawn.

20. What your sense of humor tells about you. What the jokes you like, the way you laugh reveal about you.

21. The sub that wouldn't stay down. Stirring saga of the U.S.S. *Squalus'* rescue from a depth of 40 fathoms.

22. Madame Butterfly in bobby sox. How new freedoms have changed life for Japanese women; what the men think.

23. Doctors should tell patients the truth. When the doctor operated, exactly what did he do? Why a written record of your medical history may someday save your life.

24. "How wonderful you are . . ." Here's why affection and admiration aren't much good unless expressed; why locked-up emotions eventually wither.

25. Harry Holt and a heartful of children. Story of a farmer who singlehandedly finds homes for hundreds of Korean war orphans.

26. Our tax laws make us dishonest. How unfair tax laws are causing a serious moral deterioration.

27. Venereal disease now a threat to youth. How V.D. is spreading among teen-agers—and sane advice to victims.

28. Secy. Benson's faith in the American farmer. Why he feels farmers, left alone, can often solve their own problems better than Washington.

29. Your brain's unrealized powers. Seven new findings to help you use your brain more efficiently.

30. Britain's indestructible "Old Man." What Sir Winston Churchill is doing in retirement.

31. Are juries giving away too much money? Fantastic awards juries hand out because they confuse compassion with common sense.

32. My last best days on earth. In her own words a young mother, learning she had cancer, tells how she decided to make this the "best year of her life."

33. Foreign-aid mania. How the billions we've given have brought mainly disappointment and higher taxes.

34. Out where jet planes are born. Story of Edward Air Force Base, where 10,000 men battle wind, sand and speed barriers to keep us supreme in the sky.

35. Life in these United States. Humorous anecdotes revealing quirks of human nature.

36. Man's most playful friend: the Land Otter. Interesting facts about this amusing animal.

37. Why not a foreign-service career? How our State Department is making foreign service attractive to young men.

38. A new deal in the old firehouse. How one town got lower taxes, *greater* protection combining fire and police.

39. Crazy man on Crazy Horse. Meet the man whose statue of an Indian will be the largest in history.

40. Their business is dynamite. How the manufacture of this explosive has been made one of the safest industries.

41. His best customers are babies. How a kitchen strainer and a pint of mashed peas became the Gerber Products Co.

42. Smoky Mountain magic. Why this, our most ancient mountain range, has more visitors than any other.

43. Call for Mr. Emergency. Meet the Emergency Police, who get 8 million New Yorkers out of trouble.

44. Beauty by the mile. How landscape engineers prove roadside planting is lifesaving as well as beautiful.

45. Humor in uniform. True stories of the funny side of life in our Armed Forces.

46. Seven economic fallacies. The American Economic Foundation explodes misconceptions about our economy.

47. Admiral of the Greek Oil Fleet. Story of Stavros Niarchos, who has won a fortune betting on—and carrying—oil.

Cats, Rams Battle To 0-0 Tie

BYU-Utah Tilt Will Feature Smorgasbord

Saturday night the Brigham Young University football team will face probably one of its toughest games of the season, when the Cougars host Utah at the BYU Stadium.

In the past seven years Utah's head coach, Jack Curtice, has used the split "T", winged "T" and jet offense. However, this season the Utah mentor will feature his "Smorgasbord Special." "We're going to run a little, pass a little, lateral a bit, and hope to keep the fans, opposition and maybe even ourselves guessing as to what will come next," says Curtice.

Utah has its toughest football schedule in history lined up for this season with such intersectional opponents as UCLA, Colorado, Idaho, and Rice, always a powerful team in the tough Southwest conference.

The Redskins have already proved that they will offer stiff opposition by losing to UCLA by only 6 points, 13-7. UCLA was last year's Pacific Coast Conference representative to the Rose Bowl.

The Utes defense cannot be sneezed at, as was evidenced by the Redskins holding UCLA to two touchdowns.

Universe Sports

BYU Five Ranked Attendancewise

The popularity of the Brigham Young University basketball team was recognized nationally by the Converse Basketball Yearbook recently.

According to Converse, the Cougars ranked fourth in the nation last year in home attendance among the major colleges and universities in the country.

Also listed in the Converse survey was the fact that the BYU five was listed seventh in the nation in drawing power, even though the Cats did not get a post season tournamen bid.

In home attendance, Brigham Young University was only exceeded by North Carolina State (226,000), Iowa (135,000), and Kentucky (126,000). The Cougars were listed fourth with a figure over 116,000 for the 1955-56 season.

The Brighams played before an estimated 182,230 in total games to finish seventh in that department. Averaging 8,286 fans at its 14 home games at Provo last season.

Cat Basketball Outlook Good For '56 Season

DESPITE WHAT Head Basketball Coach Stan Watts terms "the toughest college basketball schedule in he country," the well-liked Brigham Young University casaba chief is looking optimistically toward the coming hoop wars.

With formal practice commencing Oct. 15, the Cougars will be minus the core of last year's successful squad. Such stalwarts as Herschel Pedersen, Terry Tebbs, Blaine Anderson, Dave Lewis, Ed Pinegar and Willard Hirschi have departed, leaving a large task in replacing them.

COACH WATTS is concerned regarding the lack of heft, height and experience in the center slot. He feels the Cats should be strong again at the guard and forward positions with holdovers available from last year.

Vying to replace the lanky Pederson will be Jack Anderson, 6'7", Bob Ricks, 6'6", and Keith Pederson, Herschel's brother. Anderson has encouraged the coaching staff by returning this fall with 15 lbs. added to his long frame, boosting him to 192 pounds.

ON HAND THIS SEASON will be veterans John Benson, Lynn Rowe, Harry Anderson, Tom Steinke, Paul Kitchen, Melvin Wilkes, Hal Jensen and Russ Peterson. All of them garnered valuable experience last year.

Up from last year's frosh and anxious to give the lettermen a run for their positions are Jack Cravens, Gary Larsen, Ralph Ashly, Duke Reid and Gary Miles.

Bolstering the squad are several promising transfers and service returnees plus Dave and Malcolm Beck of Pleasant Grove's championship 1956 M-Men basketball team.

Universe Meeting

Daily Universe staff meeting will be held Monday, 4:15 p.m. in the Daily Universe office, 144 Student Service Center.

Final Gun Finds BYU Pressing Aggie Goal

by Rich Hall

A FIGHTING Brigham Young University football squad battled a favored Colorado A&M club to a thrilling 0-0 tie Saturday night at Fort Collins.

The Cougars, mounting both an offense and a defense for the first time this season, threatened to score on several occasions, but were unable to punch the ball into the end zone.

The Rams also found themselves unable to capitalize on their scoring opportunities.

IT WAS THE Cats' aerial game that provided them with their first impressive offensive display this season, with quarterbacks Carrol Johnston and Don Dixon doing most of the throwing.

The first quarter found BY off to a strong start, moving th ball consistently. The brunt the Cat running attack wa borne by halfbacks Weldo Jackson and Ray Pierce.

It was in this quarter tha the Cougars faked a field goa attempt and instead threw pass that caught the Rams of guard and gained the Cats a fa chunk of yardage

THE BYU offense seemed t stall in the second quarter, wit the Brighams having troubl getting a drive started. Defen sively, the Cougars continued t play a tight game in a quarte highlighted by fumbles and in tercepted passes.

Outstanding BYU play was 40 yard pass from Johnston t halfback Larry Regis.

With less than two minute remaining in the half, guar Jay Weenig attempted a fiel goal that was partially blocke and failed to split the upright

THE THIRD quarter seeme a repeat of the second with th game see-sawing back and fort and neither team able to moun a scoring drive.

The fourth quarter continue the equal battle with both team trying to break into the scorin column. With about two minu remaining in the game the Cou gars took the ball deep in the own territory.

On a series of plays BYU running against the clock moved to the Ram 15 yard line aided by a 25 yard pass pla from Johnston to end To Clark, where the final gun cu off the Cats' drive, putting a exciting finish on the ball gam

Intramurals Begin With Golf Tourney

INTRAMURAL activities will commence Thursday with an open golf tournament at Timpanogos golf course.

William Hafen, director of intramural sports, announced the deadline for entries is Wednesday. At the time of filing entry, each participant will be given an information sheet explaining the rules of the tournament.

The tournament will consist of 36 holes. Nine holes will be played both Thursday and Friday and the tourney will culminate with 18 holes played Saturday.

The tournament record of 151 was set by Phil Cannon in 1954.

The statement following was issued by the director of intramural sports.

On behalf of the Intramural Department I would like to welcome all students back to another school year. It is my desire, through the intramural activities program, to assist in mak ing the year an enjoyable experience for everyone.

William Hafen
Director of Intramural Sports

BEAT UTAH

TODAY...
MAKE YOUR
First 'STOP' at
Knight's
MEN'S SHOP
GRAND
OPENING

FREE!
500 — 2 for 1
GUEST TICKETS
to see
MARILYN MONROE
in
BUS STOP
COLOR by DE LUXE
CINEMASCOPE
Starting Wednesday
at the
ACADEMY Theatre
compliments of
KNIGHT'S Men Shop

Stop at KNIGHT'S Today
77 North University Ave. — Open 'till 9:00 p.m. Tonight

It Pays To Get The Best...
Come In and Browse Through

UTAH OFFICE SUPPLY
69 East Center

Art & Engineering Supplies	Slide Rules - 75c up
All School Supplies	Church Books
Accounting Supplies	College Outline Series
Pen & Pencil Sets	Greeting Cards (Box)
Brief Cases - Best Prices	Stationery

Special School Opener — Type Paper 98c Ream
FREE—Plastic Ruler to Each Student in Store
This Week

COME IN AND BROWSE AT
69 EAST CENTER
Jim Hawker · Chuck Peterson

Classified

Rates as Follows:

	Per Wor
1 time	.05
2 times	.08
3 times	.10
4 times	.12
5 times (1 week)	.14
10 times (2 weeks)	.24
20 times (1 month)	.35

Deadline for copy is 12 noon th day before publication.
Room 160, Student Service Cen ter, Phone FR 3-1940, Ext. 50

FOR SALE MISC.

GOOD mattress, very reasonable Dresse Playpen, FR 3-2305, 733 North Uni versity O

GOOD used furniture and appliances fo sale Example—Chrome dinette se $20 00 1525 North Main, Springvill O

FORD—1953 convert Has Oldsmobile en gine Student must sell' 990 East 3r South, Provo O

RIDERS AND RIDES

S L C commuter wishes to join car poo Call IN 7-4604, S L C O

SERVICES

RALPH'S Radio & Television, 226 Sout Univ Ave, Phone FR 3-4713 Over 2 years in the same business O2

EXPERT camera, typewriter, shoe an watch repair All kinds of photo fin ishing Allen's Northeast Camera, 83 North 7th East FR 3-2733 O

TRAILER HOUSES

HAVING a housing problem ' We have th solution—a mobile home Come in an see our values in new and used trail er houses Anderson Trailer Sales, 152 North Main, Springville O

MUSICAL INSTRUMENTS

DRUMS—New Used special discount t students. Jack Anderson 1899 Imperia St SLC Phone IN 6-6204 Evenings o Saturday O

REAL ESTATE

A REAL money maker' Grade A Dairy 185 Acres, 220 shares Strawberr Water, 40 cows, 20 Heifers, 900 lb base Home crop and equipment Span ish Fork, Utah Fenley Realty Co, 6 East 1st North Provo FR 3-2667 O

FURN. APTS.

TWO girls to share apartment 86 Eas 5th North, Apt 1. O

LAUNDRY

HOME laundry Specialty Short sleeve shirts, 20c. Mrs Donald T Reid 84 East 2nd North FR 3-6969 O